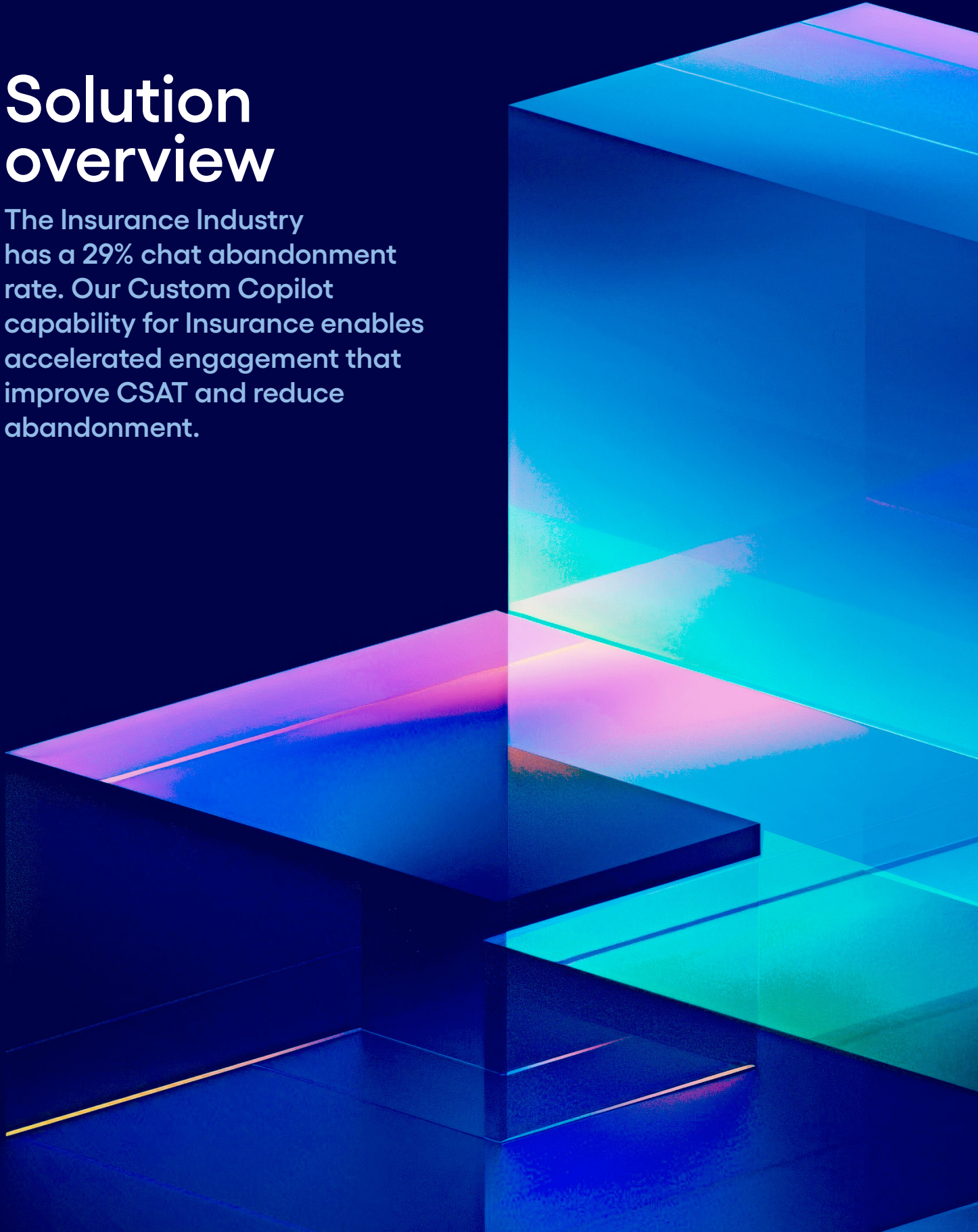




Solution overview

The Insurance Industry has a 29% chat abandonment rate. Our Custom Copilot capability for Insurance enables accelerated engagement that improve CSAT and reduce abandonment.



Business opportunity

Customers expectations of interactions with online channels mirror their best online experiences. This was the case when Google Search and Amazon shopping and, as ChatGPT and other Generative AI experiences become more common, that experience will be how digital channels are measured. As such, Generative AI experiences must be seamlessly integrated into the customer workflows. Meeting this challenge rapidly can differentiate the insurer.

Cognizant can create custom copilots that:

- Accelerate and automate responses for customer leveraging generative AI
- Seamlessly handoff to agent when needed, with Generative AI summarized context for faster response
- Agent can then use AI to research response and copy and paste generated response to customer in existing chat, further accelerating engagement

Business benefits:

Custom copilot for Insurance benefits include:

- Reduced chat abandonment, currently estimated at 29% per interaction
- Improved context for follow up and upsell, benefiting traditional channels when necessary

Differentiators

Cognizant is Microsoft's North American GSI partner of the year and a global leader in Copilot adoption. We leverage Microsoft Copilot Studio to integrate with existing workflows and accelerate the value of Generative AI from promise to profits.



Cognizant (Nasdaq:100: CTSH) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).

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